

# THE TRAVELER

NEWS FROM THE IOWA TOURISM OFFICE

October 2004

## SILENT AUCTION IS A FAVORITE PART OF THE CONFERENCE

Bring your wallet to the Iowa Tourism Conference where the annual silent auction will tempt even the most conservative spenders. More than 100 donated items from all parts of the state will fill several tables and encourage buyers to pick up early holiday gifts, birthday presents or indulgences just for themselves. Some of the most interesting silent auction items are pictured and listed here. All of the proceeds from the silent auction benefit educational opportunities including the Iowa Tourism Conference and Iowa Tourism Unity Day.

### ■ *The Iowan Magazine*

One-sixth page, full-color ad in any 2005 issue: Jan/Feb, Mar/Apr, May/June, July/Aug, Sep/Oct or Nov/Dec.

### ■ *Rock-n-Row Adventures – Eldora*

Iowa River Tube Ride Tickets – Tube the beautiful Iowa River – Eight miles of sun-filled adventure for four. Located south of Pine Lake State Park entrance, in Eldora. Valid May-August 2005.

### ■ *Squires Manor Bed & Breakfast – Maquoketa*

Romantic Getaway for Two Nights – Certificate for two-night romantic getaway in choice of either Bridal Suite or Loft Suite. Includes evening dessert, full breakfast, complimentary snack basket, box of chocolates, and coupon for a free gift at Banowetz Antique Mall and Showroom.

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## IOWA TOURISM CONFERENCE IS THIS MONTH

More than 300 people are registered to attend the 2004 Iowa Tourism Conference, held October 18 - 20 in Cedar Rapids. Not convinced that you should attend? Check out some of the highlights of this year's event:

- Announcement of the latest economic impact figures
- Unveiling of the Iowa Department of Economic Development's new brand
- Educational sessions focusing on crisis communication planning, grant writing and group travel
- Dine-around at Cedar Rapids' best restaurants
- Iowa Tourism Awards presentation ceremony
- A general session highlighting "kitchen tested Internet success"
- Iowa wine and beer dessert reception
- A message from IDED Director Mike Blouin

More details about the Iowa Tourism Conference, including registration information, is available in the Travel Industry section at [traveliowa.com](http://traveliowa.com). Registrations are accepted until the conference's opening luncheon at 11:00 a.m. on Monday, October 18. ■



A sneak peek at some of this year's silent auction items

## TOURISM OFFICE STAFF GETS NEW E-MAIL ADDRESSES

In late September, the Iowa Department of Economic Development launched new e-mail addresses for all employees. While the old addresses will continue to work, please update your address book to include this new contact information for the Iowa Tourism Office:

[kathy.bowermaster@iowalifechanging.com](mailto:kathy.bowermaster@iowalifechanging.com)

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## IOWA WELCOME CENTERS WILL CONTINUE TO ASSIST TRAVELERS

Thanks to the support of tourism organizations from around the state, three of Iowa's four state-owned welcome centers will be open seven days a week, all year, to assist curious travelers. The fourth state-owned welcome center, located near Underwood, is the last seasonal facility in the state. Although it is part of the Iowa Department of Transportation's plan to upgrade each rest area for year-round use, the welcome center near Underwood has closed for the winter and will not open again until April 2005.

The other three state-owned centers—located near Davis City, Sergeant Bluff and Wilton—are open all year. During the summer, hours are 8:00 a.m. to 6:00 p.m. daily, and in the winter from 8:30 a.m. to 4:30 p.m. every day.

The Iowa Tourism Office very much appreciates the support of each organization that is participating in the brochure enrollment program, which provides the resources to keep the centers open daily. If your organization is not yet a part of the brochure enrollment program, or if you have questions about it, please contact LuAnn Reinders at [luann.reinders@iowalifechanging.com](mailto:luann.reinders@iowalifechanging.com) or 888-472-6035. ■

## BANK CLUB PLANNERS LEARN ABOUT IOWA

The Central Iowa Tourism Region and the Iowa Group Travel Association joined forces to host the annual Bank Club Marketplace September 23 in Pella. The event is designed to showcase Iowa's group travel opportunities and bring together Iowa tourism marketers and bank club tour planners.



*Jan Williams (left) from the Ames CVB and Michelle King (middle) from the Iowa State Center tell a visiting tour planner about group travel opportunities in central Iowa.*



*Sue Schrad (right) from the Carroll Chamber of Commerce invites a tour planner to visit western Iowa during Carroll's annual holiday event, "A Christmas Carroll."*



## THREE PROJECTS GET VISION IOWA INVESTMENTS IN SEPTEMBER

**I**n September, the Vision Iowa board approved \$274,000 worth of investments to projects around Iowa through its Community Attraction and Tourism (CAT) program. To date, the board has made awards to 140 projects in all areas of Iowa.

Projects that received funding in September are:

### ■ **Tama/Toledo Family Aquatic Center, Tama/Toledo**

Total Project Cost:	\$3,070,080
Requested:	\$610,080
Received:	\$93,000

In partnership, the cities of Tama and Toledo plan to construct a new state-of-the-art pool facility with zero-depth entry, pleasant pool surroundings, sun shelters, active water features, landscaping, sun bathing areas and food service facilities.

### ■ **Winterset Family Aquatic Center, Winterset**

Total Project Cost:	\$2,921,000
Requested:	\$125,000
Received:	\$90,000

The project includes land acquisition, pool excavation, road and parking development, construction of a bathhouse and mechanical building, pool shell, deck, and the completion of landscaping and sod work.

### ■ **Guthrie Center Aquatic Center, Guthrie Center**

Total project cost:	\$1,096,921
Requested:	\$182,012
Received:	\$91,000

This project calls for the construction of a 6,559-square-foot swimming facility that will feature a zero depth entrance, slides, aqua arches, swim lanes, sunshade areas, a concession stand and restrooms.

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At last month's meeting, the board also heard from proponents of a \$21 million Storm Lake initiative called Project Awaysis. Leaders in the northwest Iowa community are asking the state board for \$9 million to aid the development of a multi-faceted destination park. The Vision Iowa review committee is currently considering the application.

About \$7.75 million remains in the Vision Iowa program, while approximately \$9.8 million is still up for grabs from CAT.

## IOWA REPRESENTED AT NATIONAL FILM INDUSTRY CONFERENCE

Iowa Film Office manager Tom Wheeler attended Cineposium 2004 recently in Las Vegas. The event schedule included roundtable discussions for film office employees and educational sessions dealing with a variety of film industry issues. The Association of Film Commissioners International hosts the annual event. ■

### SILENT AUCTION – continued from page one

■ **Mid-America Center, Lancer Hockey, Country Inn & Suites – Council Bluffs**

“Your Place To Be” Gift Basket – One night's complimentary stay at the Country Inn & Suites, two tickets to a Lancers Hockey home game, premium quality Mid-America Center polo shirt, and Iowa-made gourmet snacks.

■ **Art Scene LLC**

Display ad in Art Scene newspaper – 1/4 page display ad in Iowa's only statewide lifestyle publication dedicated to the arts and culture in Iowa. Distributed to more than 450 locations in 50 towns and cities. ■

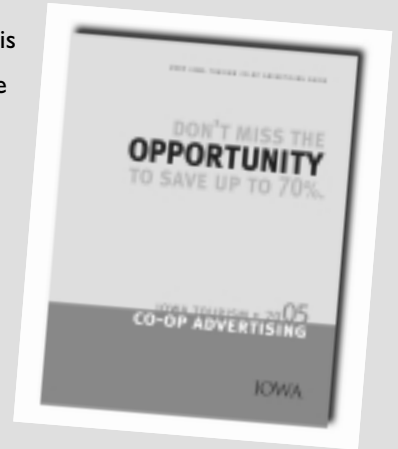
## COOPERATIVE ADVERTISING DEADLINE IS APPROACHING

**N**ovember 1 is the deadline to reserve

space in the Iowa Tourism Office's 2005 Cooperative Advertising Program.

Through this program, the Iowa tourism industry can

purchase advertising space in major publications at a very reduced rate. And the advertisements are available in a variety of prices ranging from \$225 to \$5,450. Publications that offer cooperative advertisements include *USA Weekend*, *The Chicago Tribune*, *Midwest Living* and many more. Learn more by visiting the Travel Industry section at [traveliowa.com](http://traveliowa.com) or contact Kathy Bowermaster at 888-472-6035 or [kathy.bowermaster@iowalifechanging.com](mailto:kathy.bowermaster@iowalifechanging.com). ■



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